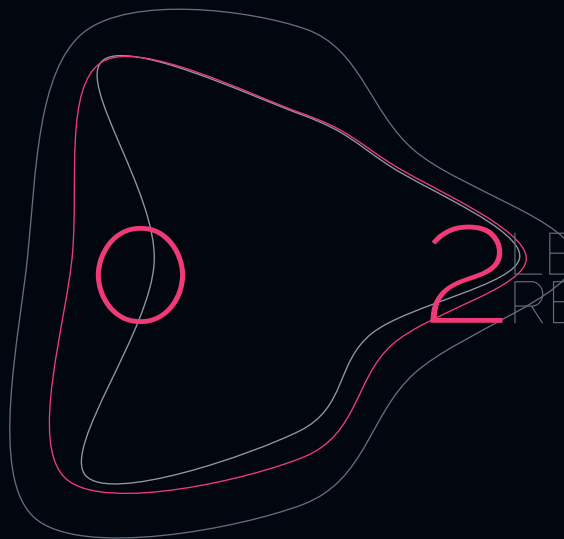


2



2

LEGACY
REPORT 4

INDEX

THE LEGACY REPORT: RCS MISSION	3
THE JOURNEY OF RCS	4
THE REGENERATION PROFILE	6
GIRO D'ITALIA	8
• 2023-2024 EVOLUTION PROFILE	9
• 2024 REGENERATION PROFILE	11
• Climate Resilience	13
• Circularity	15
• Natural Capital	17
• Well-being: Happiness and Health	18
• Education and Engagement	20
CONCLUSIONIS & TARGET PROFILE	22
ANNEX	24
• METHODOLOGY	25
• KPI TABLES GIRO D'ITALIA	27

THE 2024 LEGACY REPORT: RCS MISSION

In 2023, we embarked on an ambitious journey toward sustainability, engaging our vast ecosystem. **We charted the course, defined the strategy, and initiated this significant endeavor.**

The questions guiding our actions have remained the same: **What legacy, what enduring value do we want to create through our activities? How can we ensure that the "after" the Giro d'Italia and the Wizz Air Milano Marathon is better than the "before"?** How can we activate all stakeholders? How can we transform these events into showcases of the beauty of our country?

The start of this journey sparked great excitement, akin to the beginning of a cycling race or a marathon. In the initial moments, everything seems to move in slow motion, and the work carried out in 2023 to define the direction and path was crucial, providing everyone with a clear shared vision. This allowed us to **work in synergy, refining our strategy as the project gained momentum.**

We honored our initial commitments, progressively expanding the number of people and stakeholders involved. It was essential to **engage the entire RCS Sports & Events team to establish a new culture**, integrating a vision of regeneration and more sustainable practices into every aspect of our operations, both internally and externally.



The further we advance on this journey, the more we appreciate its beauty and significance for all stakeholders involved, while acknowledging its complexity. We increasingly feel the power of sports as a universal unifier, capable of bringing together entities that might otherwise be challenging to align. Sports and sustainability are proving to be an inseparable duo.

Now that the project is in full swing, it is becoming increasingly easier to engage individuals, institutions, and companies driven by the same ideal of innovation - an innovation that regenerates people, the environment, and the economy.

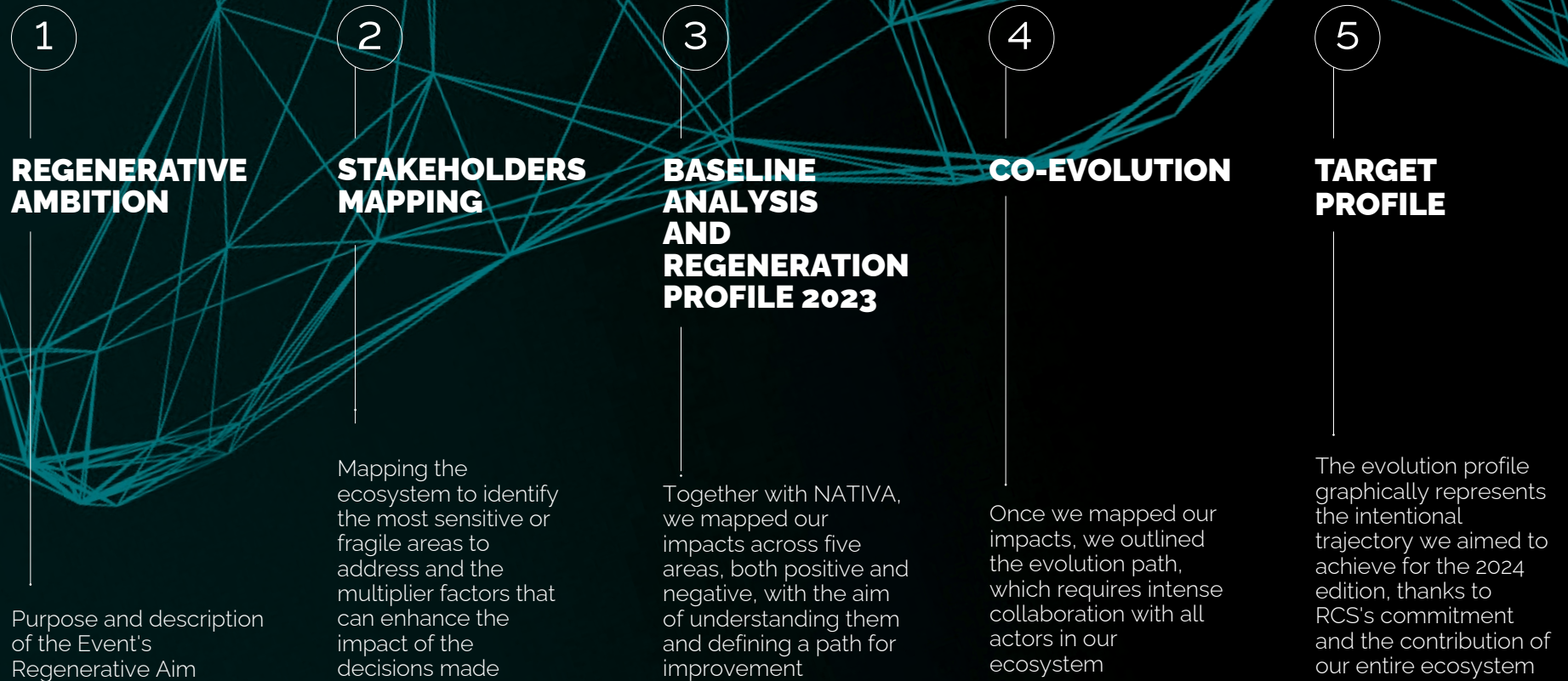
Sustainability is becoming an integral part of our corporate DNA. We have realized that, rather than a distant goal, it is a daily discipline that we want to guide our decisions and actions.

We increasingly see a clear **opportunity to innovate, grow, and leave a lasting mark of beauty in the world of sports and beyond**

Paolo Bellino
RCS Sports & Events CEO

RCS COURSE

9 KEY STAGES



6

IMPROVEMENT PLAN

Definition of specific actions that can be implemented to achieve the set objectives

7

STAKEHOLDERS ENGAGEMENT IN THE EVOLUTION

Kick-off to act together through teamwork and the participation of all key stakeholders

8

2024 REGENERATION PROFILE

The Regeneration Profile reflects the evaluation of how the event's design choices and operations align with its goals for creating a positive impact

9

2025 TARGET PROFILE

The Evolution Profile graphically represents the intentional trajectory we aim to achieve for the 2025 edition, driven by RCS's dedication and the contributions of our entire ecosystem

THE REGENERATION- TION PROFILE

This chapter will delve into the specific improvement actions undertaken in response to the commitments made, analyzing the strengths and challenges encountered along the journey. These elements are visually represented in the Regeneration Profile, which stems from the assessment of the alignment between the event's design choices and operations with its positive impact objectives.

The design principles and analytical methodologies that guided the development of our improvement plan, along with the analysis data, sources, and KPI tables, have been included in the annex for in-depth and targeted consultation.



HOW TO INTERPRET THE ANALYSIS AND THE PROFILE

In this document, we outline the systemic methodology adopted and the impact measurement areas, for each of which we specify:



KEY NUMBERS E KEY ACTIONS

The key figures and elements associated with the different areas of impact.



REGENERATIVE ACTION

The key aspect with the highest positive impact during the event.



2025 COMMITMENTS

Concrete commitments for the event next edition.



STRENGTH AREAS

Positive impact aspects that enhance the profile.



CHALLENGES AND IMPROVEMENT DIRECTIONS

Key challenges highlighted by the analysis, which often reflect industry-wide issues and define the event's maximum potential, along with the directions that can be pursued, optimized, or enhanced to achieve better results.

GIRO D'ITALIA

The Giro d'Italia is all of us.

All of us, with the emotions of cycling, light up the communities and regions of our country, to protect its beauty and celebrate its diversity, shaping the future we choose.



The Giro is committed to celebrating and unlocking the full potential of the places it passes through, by respecting, enhancing, and narrating the territory, collaborating with local communities, and highlighting its cultures and excellences

The Giro d'Italia is committed to spreading the values of sport, by engaging institutions and inspiring people's passion, creating a celebration and an event that brings together generations and is enjoyable for all.

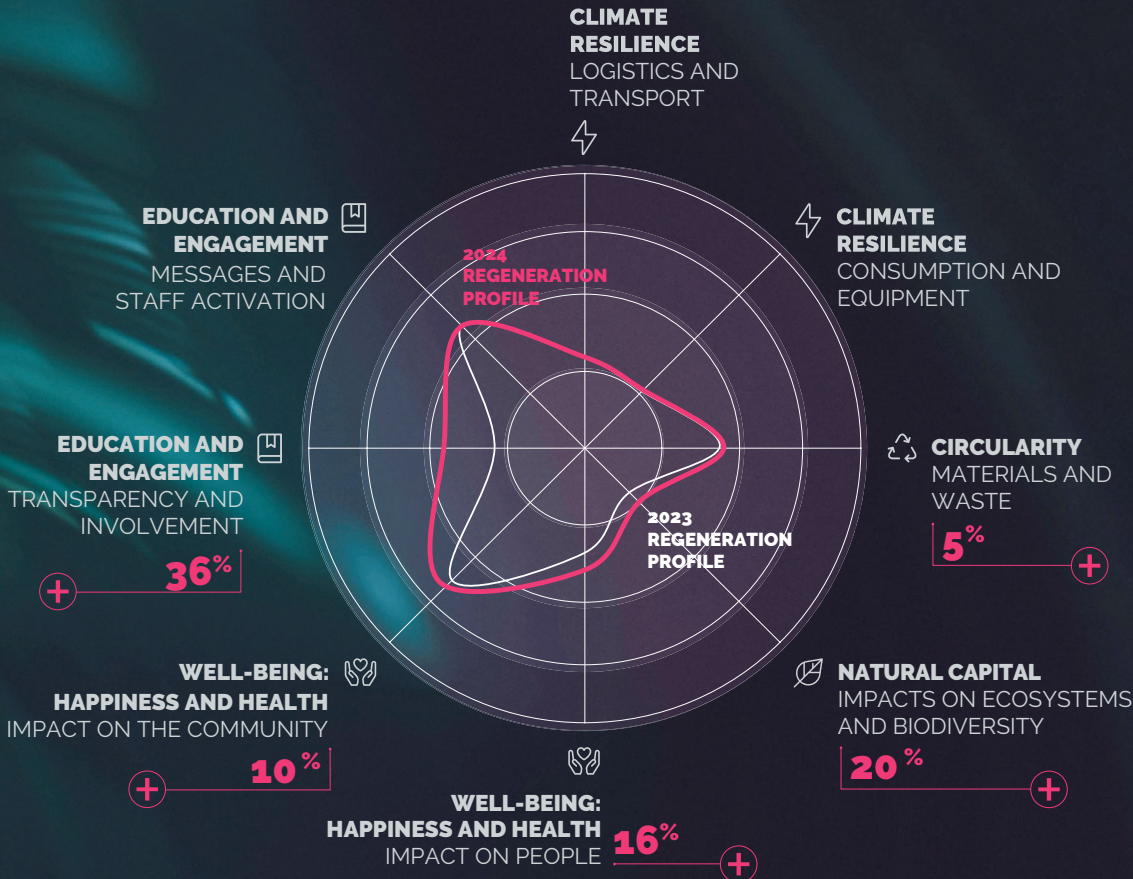
The Giro is dedicated to making the bicycle a symbol of the transition toward a more sustainable future, while respecting and enhancing the connection between nature and people.

2023-2024 EVOLU- TION PROFILE

IMPROVEMENT ELEMENTS IMPLEMENTED AND CHALLENGES OVERCOME

In 2023, we established a series of commitments across various areas, which we pledged to fulfill with the support of key stakeholders in the ecosystem. The following section highlights the areas for improvement and the challenges tackled during the 2024 edition of the Giro d'Italia, while detailed tables with the related KPIs, progress updates, and additional notes are provided in the annex.

EVOLUTION
PROFILE*
2023 -2024



CLIMATE RESILIENCE

- Initial tracking of the transportation activities of key event partners (including Toyota and catering)



CIRCULARITY

- Initial monitoring of materials for gadgets, merchandising, and packaging from sponsors and partners, facilitated by the sharing of R-Intents guidelines (including Toyota and catering).



NATURAL CAPITAL

- Stages analysis to assess routes passing through areas within the Natura 2000 network (impacting 36 sites, 39% of which were directly traversed).
- 1 site subjected to an environmental impact assessment (*Parco del Tamburrano*).



WELL-BEING: HAPPINESS & HEALTH

- Workshops in collaboration with ANCI in 16 communities along the Giro route
- Monitoring of economic impact through research conducted by Banca Ifis (in 2023, generating a value of 2 billion euros)
- Engagement of Giro-E participants to gather feedback for improving the Giro's sustainability through satisfaction surveys



EDUCATION AND ENGAGEMENT

- Establishment of a dedicated sustainability team for the event
- 100% training of employees and collaborators on regenerative goals
- Launch of a stakeholder engagement program to enhance the event's impact
- Definition and public sharing of qualitative goals for improving the event's impact
- Sharing of guidelines with sponsors, partners, suppliers, and teams (R-Intents)
- Increased participation (+9%) in responding to the employee survey



2024 REGENERATION PROFILE



2023 REGENERATION PROFILE



PREDOMINANCE OF BUSINESS AS USUAL (SCORE 1-25%)



INITIAL INTENTIONAL ACTIONS DRIVEN BY EVENT SUSTAINABILITY (SCORE 26-50%)



DESIGN CHOICES GUIDED BY A LONG-TERM POSITIVE IMPACT VISION (SCORE 51-75%)



UNIQUE AND DISTINCTIVE PRACTICES THAT CREATE VALUE FOR SOCIETY AND THE ENVIRONMENT (SCORE 76-100%)

LEGEND

*PROFILE POWERED BY NATIVA

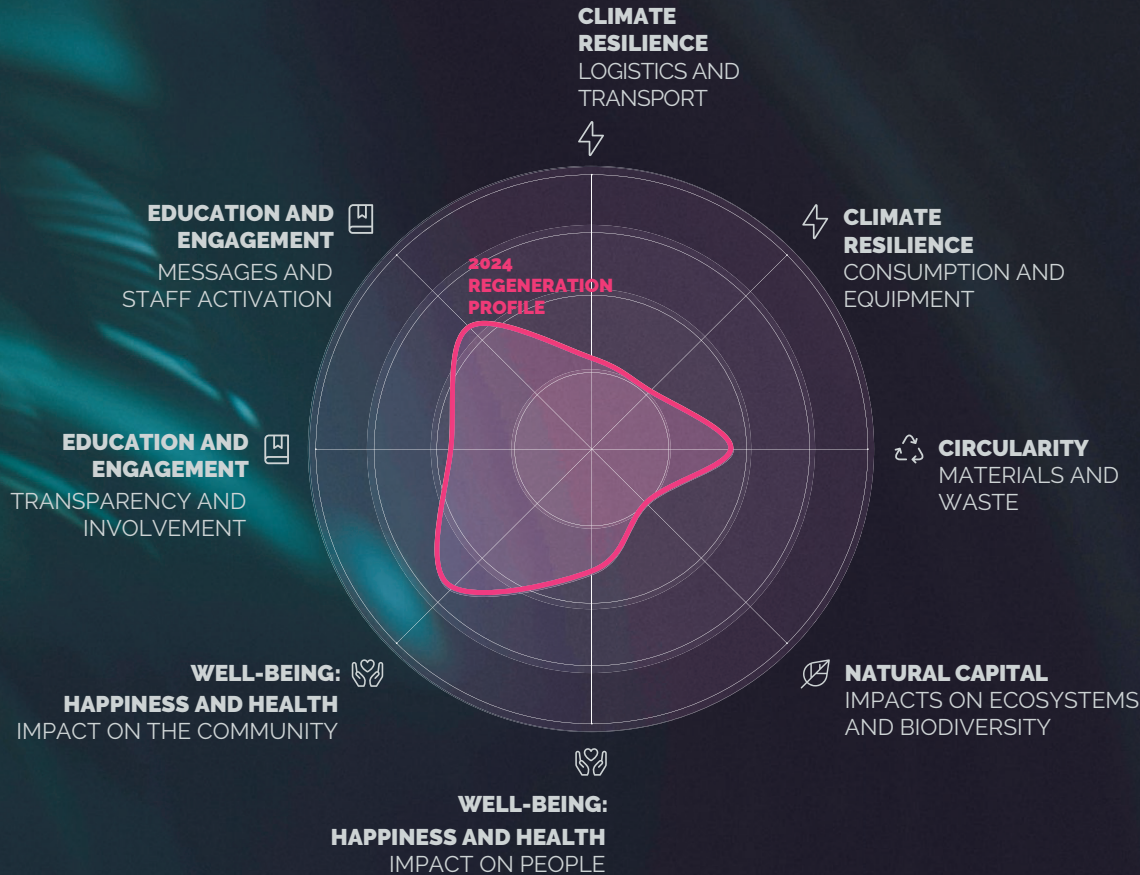
2024 REGENE- RATION PROFILE

KEY ELEMENTS OF 2024 GIRO D'ITALIA

The Regeneration Profile graphically represents the outcome of the analysis of the economic, social, and environmental impacts specific to the Giro d'Italia 2024¹. Below, the key elements of the 2024 Corsa Rosa are highlighted..

¹ The various events associated with the Giro d'Italia ecosystem, such as Giro-E and the Family Ride in local communities, have been considered in the model as contributing factors to the impact, as they are part of the ecosystem and directly connected to the Giro d'Italia or made possible by it. However, they do not fall within the scope of the analysis.

REGENERATION*
PROFILE
2024



CLIMATE RESILIENCE

- Estimated total emissions produced by over 1,000 vehicles involved throughout the Giro d'Italia: 1,329,870 kg of CO_{2e}
- Initial monitoring of the travel activities of key event partners (catering).

CIRCULARITY

- Waste monitoring and management: 69,889.70 kg of waste produced, 84% of which was sorted and sent for recycling
- Initial monitoring of materials for gadgets/merchandising and packaging from sponsors and partners facilitated by the sharing of R-Intents guidelines (Toyota and catering).

NATURAL CAPITAL

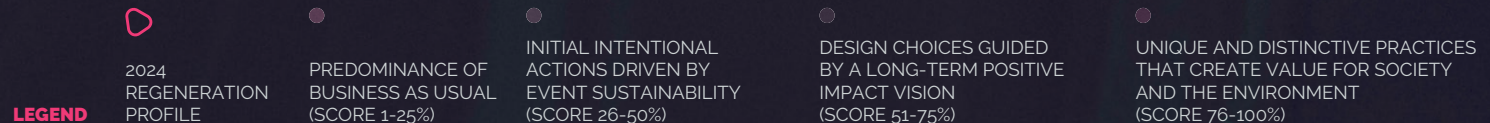
- Stage analysis to verify routes passing through areas within the Natura 2000 network: 36 sites impacted, 39% of which were traversed
- 1 site subjected to an environmental impact assessment: Parco del Tamburrano
- 200 trees planted as part of an international reforestation project in collaboration with Treedom within the context of Giro-E, compensating approximately 45,775 kg of CO₂, around 3% of the total estimated emissions.

WELL-BEING: HAPPINESS AND HEALTH

- 67% of workers consider themselves happy and satisfied at work.
- 84% of fans and Giro-E participants report feeling happy post-event
- Over €2.5 million generated by more than 592 accommodations for 28,913 overnight stays by RCS staff
- Citizen engagement through 16 workshops with ANCI
- Economic impact monitoring conducted by Banca Ifis research (in 2023, a value of €2 billion was generated)
- Collection of sustainability improvement feedback for the event from workers, fans, and Giro-E riders

EDUCATION AND ENGAGEMENT

- Formalized and widely communicated regenerative ambition
- Dedicated sustainability team for the event
- 100% training of workers and collaborators on the regenerative ambition
- Stakeholder engagement to enhance the event's impact
- Sharing of guidelines with all event partners
- 59% of the audience and Giro-E riders have a positive perception of the event's sustainability
- 59% response rate to the employee survey (an increase of 9% compared to 2023)



*PROFILE POWERED BY NATIVA

CLIMATE RESILIENCE

The climate resilience axis assesses the measurement and management of climate-altering gas emissions.



COMMITMENTS 2025

- **Optimization and streamlining** of the number of vehicles involved in the Giro d'Italia to initiate the transition toward sustainable mobility.
- **Detailed monitoring** of all emission sources (e.g., transportation, generators) to establish a foundation for measuring the event's carbon footprint (e.g., evaluating emissions reporting through a platform in accordance with the GHG Protocol).
- **Evaluation** of lower-impact generators compared to traditional diesel ones.



REGENERATIVE ACTION

Toyota was the Mobility Partner for the Giro d'Italia and Giro-E for the fourth consecutive year, supporting the provision and monitoring of vehicle consumption. Thanks to Toyota, it was possible to track the actual performance of 14 hybrid vehicles supplied to the RCS Race Direction. These vehicles operated in electric mode for 56% of the time and 40% of the distance, resulting in 13,668 kg of CO₂ emissions (equivalent to 134 g/km of CO₂). This contributed to an 18% reduction in CO₂ emissions compared to petrol vehicles and a 21% reduction compared to diesel vehicles.



KEY NUMBERS & KEY ACTIONS

Over 1,000 vehicles involved

1,329,870 kg CO₂e emissions related to vehicles

7% of emissions attributed to 3 helicopters

22% of emissions attributed to organizational vehicles

27% of emissions attributed to teams

27% of emissions attributed to suppliers



Alberto Santilli, CEO Toyota Motor Italia

"Once again, we stand alongside RCS to bring our extensive expertise in sustainable mobility. We will achieve this by supporting the Giro with vehicles that concretely demonstrate Toyota's multi-technology approach to electrification. This strategy encompasses the coexistence of Full Hybrid, Plug-in Hybrid, Full Electric, and Hydrogen Fuel Cell technologies. It aligns with our vision, "Let's Go Beyond," which aspires to develop technologies and services that ensure freedom of movement for all, fostering a more sustainable, safe, and inclusive society²."



² Source: <https://newsroom.toyota.it/toyota-con-rcs-per-il-giro-ditalia-2024-consegnate-le-auto-al-seguito-della-corsa-rosa/>

**CHALLENGES AND
IMPROVEMENT DIRECTIONS**

For an event like the Giro d'Italia, optimizing and improving logistics are crucial to minimizing its impact. Many challenges are tied to the event's itinerant nature, but it is possible to

make progress through small steps, such as optimizing the route, assessing the use of drones instead of helicopters, streamlining the vehicles involved, and improving the efficiency of the entire fleet. Achieving these goals is possible only through a collaborative effort with partners.



AREAS OF STRENGTH

Estimated Emissions from Vehicles Involved in the Giro d'Italia:

First Significant Engagement of Key Partners and Logistics Providers: Collaboration with selected Giro d'Italia partners and logistical suppliers to define a comprehensive plan for measuring and reducing the environmental impact of logistics operations.

Giro-E as a Laboratory for Low-Impact Practices: A platform for testing and implementing innovative, sustainable solutions to minimize environmental impact. Specifically³:

- Use of 5 Toyota Bz4x electric cars, which resulted in a savings of 2.331,9 kg of CO₂.
- Deployment of 76.5 sqm of TheBreath® fabric for event setups, capable of capturing and breaking down air pollutants. This innovation neutralized pollution equivalent to that generated by approximately 770 diesel cars and 1,924 petrol cars throughout the event.
- Use of 6 solar panels, providing a total power output of 15 kW to support electricity supplied by the Starting Cities.
- Precise monitoring of fuel consumption by the vehicles involved.



³ Source: Report Giro-E by RCS Sports & Events

CIRCULARITY

The circularity axis measures the adoption of circular models for resource use (materials, waste, etc.), both during the planning and execution phases of the event.



KEY NUMBERS & KEY ACTIONS

69,889.70 kg of waste produced, 84% of which was sorted and sent for recycling⁴.

Starting Cities: Foligno, Novara, and Acqui Terme achieved a **recycling rate of over 94%** for the waste produced.

Finishing Cities: Fossano, Santa Cristina, Lucca, Oropa, and Cento achieved a **recycling rate of over 90%** for the waste produced.

100% of the packaging used by catering services was plastic-free (made from paper) or compostable (excluding products provided by sponsors and partners).



COMMITMENTS 2025

- **Circular management** of advertising materials (e.g., TNT, partnership with Humana⁵).
- **Extensive engagement** of sponsors and suppliers for the responsible use of materials (over 80% of partners provided materials, gadgets, and packaging aligned with the shared guidelines, with related monitoring).



REGENERATIVE ACTION

Since 2016, RCS Sports & Events has collaborated with Cooperativa E.R.I.C.A.⁶ on the Ride Green project, aiming to reduce the environmental impact of the Giro d'Italia on the locations it passes through. The project focuses on the collection, separation, and responsible management of waste generated during the event, involving volunteers and local companies. Thanks to this initiative, waste is properly disposed of, with a strong emphasis on promoting recycling whenever possible.

Luigi Bosio,

President of Cooperativa E.R.I.C.A.

"The Ride Green project certainly achieves a remarkable result (83.47% waste sorted for recycling), but when we consider the overall amount of waste produced in Italy, it is just a drop in the ocean. The true strength of this project lies in the socio-cultural change it generates, offering all spectators the opportunity and responsibility to sort waste even at large events outside their homes. The Giro d'Italia is the first major event to implement this type of sustainable approach."



⁴For more info: <https://www.giroaditalia.it/ride-green/>
⁵For more info: <https://raccoltavestiti.humanaitalia.org/>
⁶For more info: <https://www.cooperica.it/>



AREAS OF STRENGTH

- Monitoring and proper waste management through collaboration with the E.R.I.C.A. Cooperative.
- Designated Green Zones for athletes to dispose of bottles and waste, with RCS Sports & Events staff responsible for collection.
- Sharing of guidelines on material use and selection with sponsors, partners, suppliers, and teams.



CHALLENGES AND AREAS FOR IMPROVEMENT

For an event like the Giro d'Italia, circular management of advertising materials.

Extensive engagement of sponsors and suppliers contributing to the event to ensure that gadgets and input materials comply with the developed guidelines. This is essential to uphold the principles of circularity, use sustainable materials, and foster a responsible co-evolution.



NATURAL CAPITAL

The natural capital axis measures the impacts on ecosystems and biodiversity.



COMMITMENTS 2025

- **Extend environmental impact assessments** to sites where they are not strictly required by law but recommended (e.g., highly sensitive areas within the Natura 2000 network crossed by the event⁷).
- In identified highly sensitive areas, adopt necessary practices to **minimize impact** (e.g., limit caravan passage through the most sensitive sites).



AREAS OF STRENGTH

- Stage analysis to verify routes passing through areas within the Natura 2000 network (36 sites impacted).
- Partnership with Treadom to expand the RCS Sports & Events forest (+200 trees planted).



CHALLENGES AND PATHWAYS FOR IMPROVEMENT

Application of preventive measures implemented in specific locations to Natura 2000 sites crossed by the event⁷.

Evaluation of routes passing through degraded, polluted, or areas impacted by extreme climate events, with a focus on supporting territorial redevelopment and local communities.



KEY NUMBERS & KEY ACTIONS

70% of the stages pass through Natura 2000 sites (a total of 36 sites impacted).

1 Environmental Impact Assessment conducted (*Parco del Tamburrano*).

200 trees planted as part of an international reforestation project in collaboration **with Treadom** within the context of Giro-E (45,775 kg of CO₂ offset, approximately 3% of the estimated emissions from vehicles).



⁷For more info: <https://www.mise.gov.it/pagina/rete-natura-2000>

WELL-BEING: HAPPINESS AND HEALTH

The well-being, happiness, and health axis focuses on generating well-being for all individuals involved, particularly participants, workers, and local communities.



COMMITMENTS 2025

- **Promote and support** the development of initiatives and side events organized by municipalities or associations in the areas where the Giro d'Italia passes through (e.g., BiciTerapia).
- **Formalize the feedback processes** for event workers.
- **Promote inclusion and accessibility** at the event by removing architectural barriers in hospitality areas and developing inclusive services (e.g., enhancing dialogue with host municipalities/cities).



REGENERATIVE ACTION

The Giro d'Italia is not just a sports competition but a true driver of social and economic development for the communities it passes through. For the first time, thanks to a study conducted by Banca Ifis⁸, it was possible to quantify the economic impact of the Corsa Rosa, revealing an estimated value of €2 billion. The analysis highlights how this impact is divided into two distinct phases: €620 million is generated from the immediate impact, driven by spectator spending along the stages and the activities of the organizational framework.

The largest portion, €1.4 billion, comes from "deferred" economic benefits. These are generated by individuals who, inspired by the event, return to the Giro's territories within 12-18 months to enjoy new tourist experiences. This extraordinary figure translates into a tangible boost for local economies in the short, medium, and long term.

Beyond its economic dimension, the Giro d'Italia's social impact on the territory is equally significant and multifaceted. The Corsa Rosa acts as a catalyst for community cohesion, fostering a sense of celebration and collective participation that strengthens the feeling of belonging and local pride in each territory it passes through.



KEY NUMBERS & KEY ACTIONS

67% satisfaction and happiness rate among workers.

€2.5 million generated by hotels in the Stage Cities for the accommodation of RCS staff.

28,913 overnight stays by RCS personnel across 592 accommodations arranged by the organizing committees (staff, teams, press, suppliers).

84% of fans and Giro-E participants reported feeling **happy** after the event.

12 Italian Regions crossed by the Giro d'Italia.

40 stage start or finish cities

€2 billion economic value generated for the territory by the Giro d'Italia.

⁸ Source: Research Banca Ifis, disponibile su: <https://www.bancainet.it/comunicazioni/stampa/studio-banca-ifis-il-giro-ditalia-vale-2-miliardi-di-euro/>

The Giro is more than just a sporting event: it becomes a shared experience that unites generations, stimulates the economy, and promotes territorial identity, leaving a positive and lasting impact on every community it touches.

9) Prima Settimana, Giro d'Italia: "The pink wave" crossed Venaria. May 6, 2024, available at: <https://primasettimana.it/tempo-libero/eventi/giro-ditalia-lon-da-rosa-ha-attraversato-venaria/>

10) Il Mattino di Padova. The return of the Giro d'Italia to Padua, the mayor: "A great team effort". May 22, 2024, available at: https://mattinopadova.gelocal.it/nordest/2024/05/22/news/padova_giro_ditalia_sindaco_giordani-14324036/



Fabio Giulivi, Mayor of Venaria Reale
"The Giro d'Italia is not just about sport; it's a popular celebration that swept through the city⁹."

Sergio Giordani, Mayor of Padova
"I would have wanted the Giro in Padova even if it were just a sporting event [...], but it's obvious that the Giro is also a formidable economic and tourism driver: it's among the top five sporting events in the world in terms of television coverage, and one of the longest-lasting. During the stage in Padova, a 30-minute special dedicated to our city will be broadcast as part of the television coverage¹⁰."



AREAS OF STRENGTH

- Citizen engagement through workshops with ANCI.
- Monitoring of economic impact through research conducted by Banca Ifis.
- Distribution of satisfaction surveys to Giro-E participants to collect feedback for improving the sustainability of the Giro d'Italia.
- Monitoring satisfaction and happiness levels among workers, the audience, and Giro-E riders.
- Promotion of the BiciTerapia program during the 14th stage in Castiglione delle Stiviere, in collaboration with Casa del Sole ONLUS.



CHALLENGES AND IMPROVEMENT DIRECTIONS

- Integrate intentional processes to promote the well-being of event volunteers.
- Collect input and feedback from volunteers through specific tools and initiatives.
- Invest directly in the communities the Giro d'Italia passes through, via donations and local projects.
- Provide accessible and inclusive services and facilities during stages, including for people with disabilities.
- Select stages based on the potential for territorial development and enhancement, with a focus on regeneration.

EDUCATION AND ENGAGEMENT

The education and engagement axis measures the promotion of sustainable behaviors, awareness-raising, and the activation of individual commitment.



COMMITMENTS 2025

- Definition of quantitative improvement targets (e.g., achieving an 80% response rate for the employee survey and an 80% increase in the number of partners involved in the sustainable evolution of the event).
- Inclusion of impact terms (as outlined in the R-Intents¹¹ guide) in contracts with sponsors, partners, and institutions.
- Enhancing partner engagement during the event planning phases.

¹¹For more info: <https://www.giroditalia.it/r-intents/>



REGENERATIVE ACTION

This year, for the first time, the National Association of Italian Municipalities (ANCI) organized a series of workshops in the Starting Cities of the Giro-E. These workshops aimed to explore the role of young people as key players in sustainable local development processes within their respective municipalities. During these meetings, a survey was conducted with the participation of 177 people, 100 of whom actively contributed by sharing their perspectives on how to enhance and multiply the value created by the Giro d'Italia for young people. The feedback received was grouped into four main themes:

- Youth Engagement and Sports Education: Promote the integration and participation of younger generations through sports education.
- Local Community and Institutional Involvement: Strengthen the bond between the local community and institutions to foster more effective collaboration.
- Material Legacy: Invest in lasting infrastructure that benefits the community in the long term.
- Education on Sustainable Mobility and Bicycle Use: Raise awareness and educate citizens on the importance of sustainable mobility and bicycle use.

The responses collected from 16 cities across Northern and Southern Italy were geographically consistent, demonstrating a uniform distribution of interests and concerns across the different areas. The primary focus was on engaging younger generations, followed by the involvement of communities and territories. However, considering the size of the cities,



KEY NUMBERS E KEY ACTIONS

21 Starting Cities involved, which helped raise awareness among the local population, visitors, and viewers about sustainability issues

22 cycling teams

59% of fans and riders of the Giro-E have a positive perception of the event's sustainability

59% survey response rate among workers (an increase of 9% compared to 2023)

3 priorities that workers believe the Giro d'Italia should focus on next year:

1. Attention to the well-being of workers and volunteers involved in the event
2. Use of more sustainable materials and minimization of single-use items
3. Education and awareness activities on the values of sport

3 priorities that fans and participants of the Giro-E believe the Giro d'Italia should focus on next year:

1. Training activities on the use of bicycles and the values of sport
2. Activities for younger generations
3. Amplifying the impact on the communities along the route of the Giro



GIRO D'ITALIA

workshops revealed that in cities with fewer than 10,000 inhabitants, 54% of the feedback focused on the engagement of the local community. Participants from these smaller towns emphasized the importance of greater participation and collaboration within the community for local initiatives, suggesting that social dynamics and a sense of belonging play a crucial role in the sustainable development of the area.

In all other cities with populations exceeding 10,000, the majority of feedback pertained to youth engagement and sports education. Specifically, 58% of the input in cities with populations between 10,000 and 100,000, and up to 67% in cities with over 100,000 inhabitants, highlighted the need to promote the values of sport and sports practice as educational tools. Additionally, participants stressed the importance of giving a central role to younger generations by investing in their talents to create virtuous systems alongside a major event like the Giro d'Italia



AREAS OF STRENGTH

- Formalized and widely communicated regenerative ambition.
- Dedicated sustainability team for the event.
- Comprehensive training for all workers on the event's regenerative ambition.
- Launch of a stakeholder engagement program to enhance the event's impact.

- Definition and public sharing of qualitative goals for improving the event's impact.
- Sharing of guidelines with event partners.
- Monitoring public and Giro-E participants' perceptions of the event's sustainability.
- Increased response rate to employee surveys.



CHALLENGES AND PATHWAYS FOR IMPROVEMENT

- Through collaboration with NATIVA, potential social and environmental negative impacts were identified only at a high level, without in-depth analysis.
- Define quantitative improvement goals and targets.
- Select suppliers based on social and/or environmental criteria.

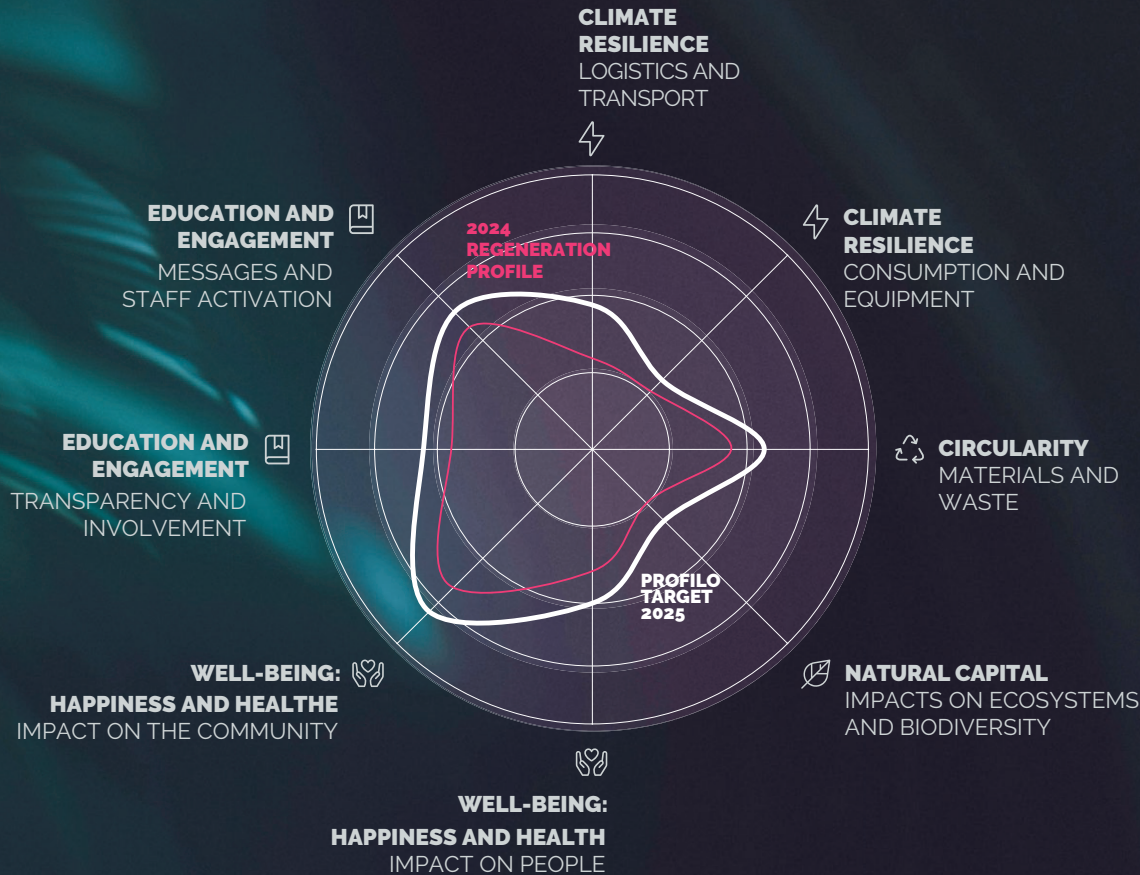
- Extend the communication of messages rooted in sustainability principles across the entire event.
- Monitor the hours dedicated to spreading sustainability messages.

CONCLUSIONS

RCS Sports & Events, striving to make the Giro d'Italia an operational and cultural benchmark for the world of sports, major events, and entertainment—both for Italy and internationally—continues its commitment by setting new goals and milestones for the 2025 editions. These objectives are graphically represented by the following Target Regeneration Profiles.

Thanks to the contribution of each of you, together we can achieve new and ambitious milestones.

TARGET PROFILE*
GIRO D'ITALIA
2024 -2025



COMMITMENTS 2025



CLIMATE RESILIENCE

- Optimization and streamlining of the number of vehicles involved in the Giro d'Italia to begin the transition toward sustainable mobility.
- Detailed monitoring of all emission sources (e.g., transportation, generators) to establish a foundation for measuring the event's carbon footprint (e.g., evaluating emissions reporting through a platform and according to the GHG Protocol).
- Assessment of lower-impact generators compared to traditional diesel ones.



CIRCULARITY

- Circular management of advertising materials (e.g., TNT, partnership with Humana).
- Extensive engagement of sponsors and suppliers for responsible material usage, with over 80% of partners providing materials, gadgets, and packaging aligned with the shared guidelines, along with related monitoring.



NATURAL CAPITAL

- Extend environmental impact assessments to sites where they are not strictly required by law but are recommended (e.g., highly sensitive areas within the Natura 2000 sites crossed by the event).
- In identified highly sensitive areas, adopt necessary practices to minimize impact (e.g., limit caravan passage through the most sensitive sites).



WELL-BEING: HAPPINESS AND HEALTH

- Promote and support the dissemination of initiatives and side events organized by municipalities or associations in the territories crossed by the Giro d'Italia (e.g., BiciTerapia).
- Formalize feedback processes from event workers.
- Encourage inclusion and accessibility at the event by removing architectural barriers in hospitality areas and developing inclusive services (e.g., enhancing dialogue with host municipalities/cities).



EDUCATION AND ENGAGEMENT

- Define quantitative improvement targets (e.g., achieve an 80% response rate for the employee survey and an 80% increase in the number of partners involved in the event's sustainable evolution).
- Incorporate impact terms (as outlined in the R-Intents guide) into contracts with sponsors, partners, and institutions.
- Increase partner engagement during the event planning phases.
- Promote and organize training activities on bicycle use and the values of sport, with a particular focus on younger generations.

*PROFILE POWERED BY NATIVA

LEGEND

- 2024 REGENERATION PROFILE
- 2025 TARGET PROFILE
- PREDOMINANCE OF BUSINESS AS USUAL (SCORE 1-25%)
- INITIAL INTENTIONAL ACTIONS DRIVEN BY EVENT SUSTAINABILITY (SCORE 26-50%)
- DESIGN CHOICES GUIDED BY A LONG-TERM POSITIVE IMPACT VISION (SCORE 51-75%)
- UNIQUE AND DISTINCTIVE PRACTICES THAT CREATE VALUE FOR SOCIETY AND THE ENVIRONMENT (SCORE 76-100%)

ANNEX

METHODOLOGY

OUR GUIDING PRINCIPLES

ECOSYSTEM

This Report views events as interdependent parts of an ECOSYSTEM—an extraordinarily vast and complex whole, without which they could not exist. While simple and intuitive, this concept requires dedicated work and attention to ensure that each of these connections and relationships generates a positive impact, both now and in the future.

In the following pages, we have mapped and illustrated the fundamental elements of the system we are part of, identifying the most delicate or fragile points to address and the 'multiplication nodes' that allow us to amplify the outcomes of the choices we make.

LEGACY

To create a legacy, one must start from the future—by asking: How do I want this event to contribute positively to the future of people and the planet? Only by defining an ambition is it possible to direct efforts toward specific goals. In this context, everything revolves around the concept of regeneration. Regeneration means 'creating more value than is extracted,' encompassing environmental, social, cultural, and economic aspects. It is a scientifically complex concept, the subject of increasingly in-depth studies, and at the same time, a simple guiding principle that can shape all actions taken in the organization and management of an event.

Aware of this complexity—and with the intention of creating more value than is extracted—the team behind the event establishes its 'Regenerative Ambition.' This ambition articulates the objectives tied to the concept of regeneration and serves to guide future actions.

WHAT WE MEASURED

To create an event that strives for regenerative effects, the first step is measurement. This involves assessing all the main aspects that can generate economic, social, and environmental impacts—both positive and negative—using a systemic model that considers the connections between different elements to improve and monitor progress.

It was essential to include all stakeholders in this analysis—all the "interested parties" that make up the ecosystem of our events.

The result of this analysis is a 'Regeneration Profile,' a map to understand impacts across five key areas:

Climate Resilience: Managing and measuring greenhouse gas emissions

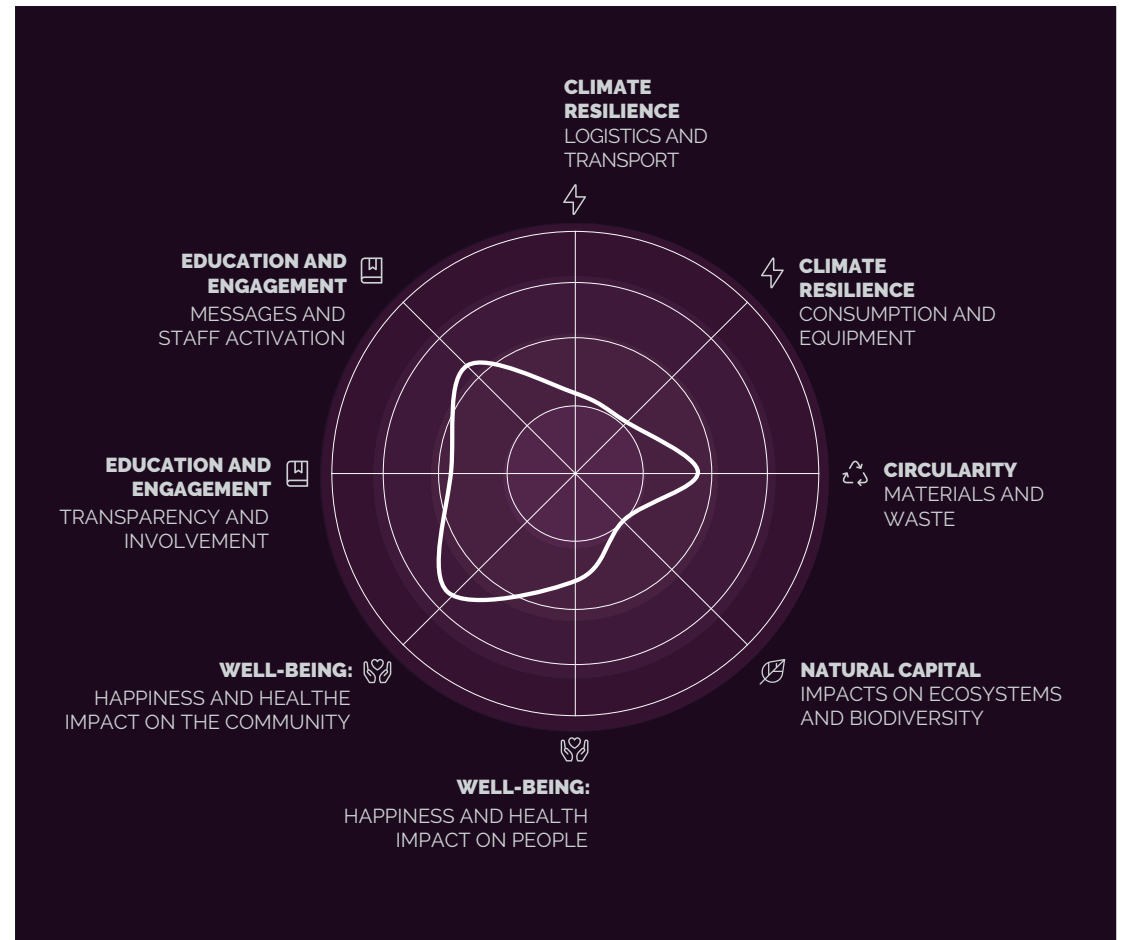
Circularity: Adopting circular models for resource use (materials, waste, etc.) across all stages of event planning and execution

Natural Capital: Impacts on ecosystems and biodiversity

Well-being: Happiness and health: Socio-economic impacts and the generation of well-being for all those involved, especially participants, workers, and local communities

Education and Engagement: Promoting sustainable behaviors, raising awareness, and encouraging individual commitment.

The following image, for illustrative purposes only, highlights all the areas considered in the analytical model that generated the event's profile:



METHODOLOGY

HOW WE MEASURED

The analysis of events is based on a 360-degree systemic perspective that maps all the impacts generated, while also considering their interactions. The result is a measurement of the alignment between the event's design choices and operations and its positive impact goals.

METHODOLOGY

We collected both qualitative and quantitative data, involving all key areas and functions of the organization—suppliers, internal organization, local stakeholders, partners, and many more—by responding to over 150 questions addressing all analyzed areas.

The measurement model draws on more than 20 years of experience in applying internationally recognized frameworks, including:

- The B Impact Assessment, a tool used by over 240,000 companies worldwide to measure their impacts
- The Sustainable Development Goals (SDGs) 2030 of the UN Global Compact
- The principles of sustainability from the Framework For Strategic Sustainable Development developed by the NGO The Natural Step since 1989
- Human Scale Development, based on the fundamental human needs cataloged by economist Manfred Max-Neef
- Evaluation according to the parameters of leading environmental and social certification standards, such as ISO 20121, and industry best practices.

ANALYSIS MODEL

The model relies on the collection of qualitative and quantitative data, adopting a methodology aligned with the PROBE Model¹².

It is structured around a series of questions organized according to the axes of the Regeneration Profile.

Each question is assigned a score, correlating the responses to a set of scenarios describing practices, models, and operational choices that are more or less aligned with the concept of a "regenerative approach".

A minimum score indicates that the current scenario reflects an ecosystem of practices not aligned with a regenerative approach, often associated with a "business as usual" approach or situations where no answer is available for a given question. **A maximum score** represents scenarios implementing regenerative practices. Intermediate scores fall between these extremes, indicating initial awareness and choices considering sustainability but not yet fully or intentionally aligned with a regenerative vision. The model highlights practices aimed at minimizing negative impacts—through reduction or elimination, where possible—and maximizing positive impacts, rewarding approaches oriented toward creating a long-term positive legacy.

The total score for each impact area determines an overall score for the measurement axis, expressed as a percentage. This indicates the current alignment of design choices and event operations with scenarios of maximum positive impact for that axis.

The model, with its regeneration scenarios, serves as a measurement tool, but its greatest potential lies in applying and interpreting the results to define a path for improvement. Those who use it gain awareness and can intentionally strive toward increasingly regenerative choices and operations, involving an ever-expanding group of stakeholders.

HOW WE COLLECTED INFORMATION

- Interviews with key individuals in the organizational structure to address all areas of analysis.
- Collection of public information and available quantitative data: during and after the events, we collected consumption data, statistics, and numerical information. We identified gaps in data availability to improve the quality and scope of monitored indicators in the future.

- Interviews and meetings with event partners and sponsors to gather their contributions, support data collection, and collaborate on improving their impact on the events.

- Interviews with key members of local host communities, including mayors, councilors, and other public representatives, to capture their stories and perspectives and support the analysis and evolution of impacts on the territory.

- Anonymous surveys for workers, participants, and the public: These surveys allowed us to measure satisfaction, engagement, and awareness of environmental sustainability and inclusion among these critical stakeholder groups.

- On-site monitoring during events: Site inspections enabled us to verify collected information and gather photographs and inputs to consolidate the model's results.

¹² PROBE Model <https://probe-network.com/promoting-business-excellence/>
Measurement framework structured through a questionnaire where each question addresses a specific aspect of organizational practices or performance. It allows for evaluation against described scenarios, with the maximum score being associated with the best existing practices.

KPI TABLES

GIRO D'ITALIA

PROGRESS TOWARDS 2023 COMMITMENTS

CLIMATE RESILIENCE		
2023 COMMITMENT	DATA	NOTES
Monitoring the travel of all stakeholders involved during the Giro d'Italia	In progress	The commitment has been rescheduled
Monitoring energy consumption from generators used and by the stakeholders involved	In progress	The commitment has been rescheduled
Improvement of logistics impacts	To be completed	Dialogues have been initiated with key stakeholders to optimize and improve the efficiency of the means utilized. Some initiatives have been undertaken, but they remain too limited to be significant

CIRCULARITY		
2023 COMMITMENT	DATA	NOTES
Creation and sharing of guidelines for sponsors and suppliers on sustainable alternatives for branded materials, gadgets, and single-use packaging, along with related monitoring	Implemented	The guidelines have been created and shared with all key suppliers and sponsors
Circular management of advertising materials used during the event, such as the Non-Woven Fabric used for banners, including the activation of upcycling projects with external partners	To be completed	-

NATURAL CAPITAL		
2023 COMMITMENT	DATA	NOTES
Preliminary site analyses were carried out to verify the presence of environmentally sensitive areas (e.g., inclusion in the Natura 2000 network) and, if deemed necessary, an Environmental Impact Assessment (VincA) was conducted where appropriate	In progress	Analysis of the stages was conducted to verify the passage through areas belonging to the Natura 2000 network, and an Environmental Impact Assessment was carried out where deemed necessary. It is considered important to further explore other analyses to apply potential preventive measures to certain specific locations crossed

EDUCATION AND ENGAGEMENT		
2023 COMMITMENT	DATA	NOTES
Training dedicated workers on relevant social and environmental aspects	Implemented	6 hours of training were conducted for 100% of the company population, with up to 4 additional hours of training provided depending on the role and level of involvement in the event's sustainability
Involving suppliers and sponsors in the decision-making process regarding social and environmental performance	In progress	A workshop was organized with key suppliers, and major sponsors were engaged to improve the event's sustainability. The goal for next year is to expand the pool of involved partners
Assigning a person or team responsible for the event's impacts	Implemented	A team of 3 people was established as responsible for the event's sustainability
Creating and sharing guidelines with sponsors and suppliers on sustainable alternatives	Implemented	Guidelines were created and shared with all key suppliers and sponsors
Engaging institutions, suppliers, and sponsors in promoting initiatives with a positive impact on the community	To be completed	The main partners were involved in the event design phase, but their engagement in promoting community impact initiatives needs improvement

WELL-BEING: HAPPINESS AND HEALTH		
2023 COMMITMENT	DATA	NOTES
Creation of growth pathways and improvement of well-being for people working on the event	In progress	Training programs were implemented for all event workers, and a satisfaction survey was sent out to collect feedback from them. Feedback processes from event workers still need to be formalized
Enhancement of the event's accessibility through the removal of architectural barriers and the development of new services	To be completed	The commitment has been rescheduled
Investments in the communities impacted by the event (e.g., activation of the road signage project for cycling tourism)	To be completed	-

KPI TABLES GIRO D'ITALIA

CLIMATE RESILIENCE

To calculate the following data, information shared by RCS regarding the number and type of vehicles used throughout the event was considered, including those used by the organization, suppliers, sponsors, volunteers, law enforcement, media, medical services, and teams. These vehicles were further categorized based on the routes traveled during the Giro (e.g., vehicles moving only between start points, those moving between finish points, and those covering all routes). For the calculation of emissions from helicopters (3) and the fixed-wing aircraft (1, modeled after a Cessna-like style) used to broadcast TV signals by flying over each stage, the same assumptions as in 2023 were applied.

All emissions data, except for those related to helicopters and the fixed-wing aircraft—where specific CO₂ equivalent conversion factors were researched—were calculated using DEFRA (well-to-wheel) emission references. These publicly available and internationally recognized references are developed annually by the UK government.

CLIMATE RESILIENCE		
DATA AND INDICATORS		
INDICATOR	VALUE	SOURCE
Kg of CO ₂ e equivalent generated by the movements of all vehicles involved during the Giro	1329.870	Estimated by NATIVA based on information provided by RCS using DEFRA emission factors
Number of trees required to offset the emissions from all movements during the Giro d'Italia	61.080	Estimated by NATIVA based on data from the European Environment Agency
Football fields required to distribute the number of trees mentioned above	Approximately 100	Estimated by NATIVA considering the allocation of at least 10m ² per tree
Number of vehicles involved	1006 (+3 helicopters, 1 fixed-wing aircraft, 3 commercial flights for the transfer to the final stage)	Data provided by RCS
Energy consumption throughout the entire event	Data not yet monitored	Data not yet monitored
Total emissions of the entire event	Data not yet monitored	Data not yet monitored

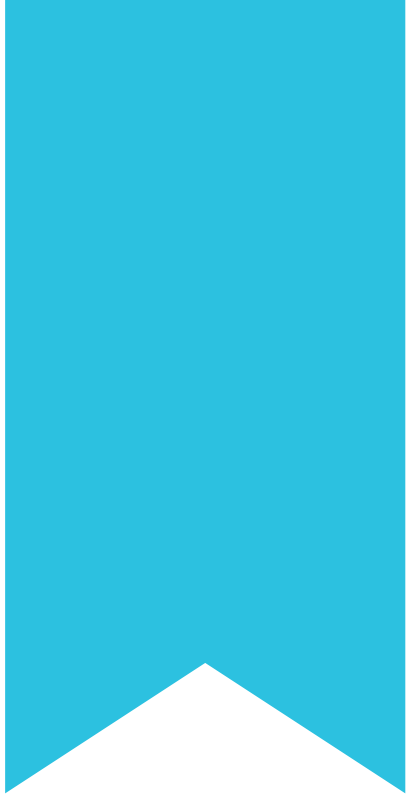
CIRCULARITY		
DATA AND INDICATORS		
INDICATOR	SOURCE	SOURCE
Waste produced and sorted during the event	69,889,70 kg of waste produced, 84% of which was sorted and sent for recycling	Cooperativa E.R.I.C.A.
Materials used for advertising materials (RCS)	About 63 km of TNT for advertising banners (based on 2023 data)	Data provided by RCS regarding the 2023 event
Materials used for gadgets, advertising materials, and packaging by sponsors/exhibitors	Partially monitored data provided by Toyota: 87% of the provided gadgets do not use single-use packaging	Data collected by NATIVA, RCS Sports & Events, Toyota
Food & Beverage packaging (catering)	100% of the catering packaging is plastic-free (made of paper or compostable), excluding products supplied by sponsors and partners	Data collected by NATIVA, RCS Sports & Events, AE Ristorazione

NATURAL CAPITAL		
DATA AND INDICATORS		
INDICATOR	SOURCE	SOURCE
Sites subjected to preliminary analysis to assess their environmental sensitivity	1	RCS Sports & Events
Trees planted in the reforestation project with Treedom	200 trees 45775Kg CO ₂ offset	Giro-E Report, RCS Sports & Events
Water consumption	Data not yet monitored	Data not yet monitored

KPI TABLES GIRO D'ITALIA

EDUCATION AND ENGAGEMENT		
DATA AND INDICATORS		
INDICATOR	VALUE	SOURCE
% of responses to the survey addressed to workers	59.2%	106 responses out of 179 surveys sent 61 RCS employees and 45 external collaborators for the event Survey by NATIVA
Top 3 priorities identified by workers for the Giro next year: 1) Focus on the well-being of workers and volunteers involved in the event; 2) Use of more sustainable materials and minimization of single-use items; 3) Educational and awareness activities on the values of sport	64% 49% 38%	Survey by NATIVA
Number of responses to the Giro d'Italia public survey	335 responses	Survey by NATIVA
Response rate to the Giro-E participants' survey	3.6%	Survey by NATIVA 92 responses out of 2,537 surveys sent
% of Giro-E public and riders with a positive perception of the event's social sustainability	64%	Survey by NATIVA
% of Giro-E public and riders with a positive perception of the event's environmental sustainability	53%	Survey by NATIVA
Top 3 priorities identified by Giro-E public and riders for next year's Giro: 1) Training activities on cycling and the values of sport; 2) Activities for younger generations; 3) Amplifying the impact on the communities crossed by the Giro	66% 51% 48%	Survey by NATIVA
Hours of training provided to RCS workers/number of people involved in the training	6 hours for 100% of the company population, up to 10 hours of training depending on the role and level of involvement in the event's sustainability efforts	NATIVA
Number of Starting Cities involved in games, challenges, animation, and educational activities aimed at raising awareness among the local population, visitors, and TV audiences about sustainability topics	21	RCS
Number of cycling teams	22	RCS

WELL-BEING: HAPPINESS AND HEALTH		
DATA AND INDICATORS		
INDICATOR	VALUE	SOURCE
% of the public and Giro-E participants who feel happy and satisfied post-event	84%	Survey by NATIVA
Satisfaction and happiness rate of workers	67%	Survey by NATIVA
Number of accommodation facilities involved by the organizing committees (staff, teams, journalists, suppliers)	592	RCS
Number of overnight stays by RCS personnel	28,913	RCS
Amount earned by hotels in Stage Cities from overnight stays of RCS personnel	Over 2,5 million	RCS
Economic value generated in the territory by the Giro d'Italia	2 billion euros	Banca Ifis Research, available at: https://www.bancaifi.s.it/comunicati-stampa/studio-banca-ifi-s-il-giro-ditalia-vale-2-miliardi-di-euro/ No specific data on Giro d'Italia 2024
Italian regions crossed by the Giro	12	RCS
Start or finish stage cities	40	RCS



The information contained in this document has been provided by RCS Sports & Events and other partners of the initiative explicitly mentioned in the Report. These are based on the best available information for an accurate representation of performance. The estimates provided are based on the best available methodologies and are appropriately indicated.

Unless otherwise stated, this Report has been written by NATIVA.

CREDITS

Analysis and content

NATIVA

www.nativa.eco

